

Message Text

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41

ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 USIA-15 PA-02 PRS-01 /038 R

DRAFTED BY COM/0EWT/TPD/562/LUNKOVIC/LWH

APPROVED BY EB/OCA/REP/BEBYRON

COM/BEWT/TPD/BATHOMPSON

COM/BEWT/EEAD/JTREICHEL

EUR/CE/JBECKER

EUR/RPR/RBRESLER

EB/EWT/JBENNIS

----- 057834

P R 161613Z MAY 75

FM SECSTATE WASHDC

TO AMEMBASSY BERLIN PRIORITY

INFO AMEMBASSY VIENNA

UNCLAS STATE 114480

E.O. 11652: N/A

TAGS: BEXP, GE

SUBJECT: FALL LEIPZIG FAIR, 1975

REF: BERLIN 5684

1. USDOC/BEWT APPRECIATES DETAILED AND THOUGHTFUL REFTEL. THE CABLE WILL ATTEMPT TO ANSWER QUESTIONS ABOUT FALL BDO RAISED IN REFTEL. SPRING 1976 FAIR WILL BE DISCUSSED IN SEPTTEL.

2. USDOC/BEWT AGREES WITH EMBASSY'S RECOMMENDATIONS FOR BOOTH SELECTION AND SUGGESTS THAT SPACE BE RESERVED. USDOC/BEWT CONFIDENT THAT EMBASSY WILL FINESSE 000TH TITLE. UNFORTUNATELY, USDOC/BEWT HAS NOT ENCOUNTERED THIS EXACT PROBLEM PREVIOUSLY.

3. WHATEVER LOCATION EMBASSY SELECTS FOR SEMINAR WILL BE SATISFACTORY. EARLIER AUDIENCE SIZE PROJECTIONS

BASED ON EXPERIENCE IN OTHER EASTERN EUROPEAN COUNTRIES
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HOWEVER, EMBASSY UNQUESTIONABLY CLOSER TO GDR SITUATION. WHAT WOULD SEMINAR ROOM SPACE RENTAL COSTS BE?

4. USDOC/BEWT VERY PLEASED THAT EMBASSY MAKING ADVANCE

CALLS FOR SEMINAR. LOOK FORWARD TO RECOMMENDATIONS FOR

SEMINAR PRESENTATIONS. TO BE USEFUL, RECOMMENDATIONS MUST BE RECEIVED EARLY ENOUGH TO BE INCORPORATED INTO SEMINAR PRESENTATIONS.

5. ALTHOUGH USDOC/BEWT SYMPATHETIC TO EMBASSY'S RATIONALE FOR DISPLAYING SCALE MODELS, BUDGET AND LOGISTICAL PROBLEMS WILL MAKE THIS IMPOSSIBLE. MOST SCALE MODELS NEED EXPERT TO OPERATE AND DEMONSTRATE. FREIGHT COSTS AND RETURN PROBLEMS WOULD BE CONSIDERABLE. USDOC/BEWT CANNOT INVITE SELECT FIRMS TO HAVE MODELS DISPLAYED. BECAUSE OF POPULARITY OF LEIPZIG, USDOC/BEWT BELIEVES THAT AN INDUSTRY - WIDE SOLICITATION WOULD PRODUCE MORE MODELS THAT COULD BE ACCOMMODATED IN SMALL BOOTH.

6. USDOC/BEWT NOW MAKING FALL STAFFING ASSIGNMENTS. OUTSIDE SUPPORT FOR BDO WILL BE PROVIDED IF AT ALL POSSIBLE. NAME OF DESIGNATED PERSON SHOULD BE PROVIDED BEFORE END OF WEEK.

7. USDOC/BEWT POUCHING TO BLOCH SUMMARY EXHIBIT PLAN FOR LEIPZIG FALL PROJECT.

8. IF EMBASSY BERLIN FEELS THAT IS NECESSARY OR APPROPRIATE FOR ADS TO BE PLACED IN CATALOGUES AND JOURNALS NAMED IN REFTTEL, THEN BUDGET PERMITS. KISSINGER

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<< END OF DOCUMENT >>

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